

**Maine Revised Statutes**  
**Title 28-A: LIQUORS**  
**Chapter 29: LICENSE RESTRICTIONS**

**§710. ADVERTISING SIGNS**

**1. Advertising outside of licensed premises.** A person, except wholesale licensees and certificate of approval holders, may not advertise or permit to be advertised, by more than 2 signs, on the outside of any licensed premises, or on any building, ground or premises under that person's control and contiguous or adjacent to the licensed premises:

- A. The fact that the licensee has liquor or any brand of liquor for sale; [1987, c. 45, Pt. A, §4 (NEW) .]
- B. The price at which liquor is sold by the licensee; or [1987, c. 45, Pt. A, §4 (NEW) .]
- C. Any other advertisement that indicates any reference to liquor. [1997, c. 373, §69 (AMD) .]

For agency liquor stores, one of the 2 signs permitted by this subsection is an agency liquor store sign as described by rule.

[ 2013, c. 207, §1 (AMD) .]

**2. Advertising inside of licensed premises.** A licensee may display no more than one sign inside the licensed premises, where it may be seen from the outside, advertising the fact that the licensee has liquor for sale. The sign may not be more than 750 square inches in total area.

[ 1987, c. 342, §46 (AMD) .]

**3. Exception.** Subsection 1 does not prohibit the display of signs advertising sponsorship of specific sporting events and cultural events or sponsorship of a transportation system for transporting the public as long as the signs are not displayed on a licensed establishment as defined in section 2, subsection 15. Signs on a licensed establishment advertising sponsorship may be displayed with prior bureau approval.

The bureau shall adopt rules implementing this subsection.

[ 1993, c. 730, §32 (NEW) .]

**SECTION HISTORY**

1987, c. 45, §A4 (NEW). 1987, c. 342, §46 (AMD). 1993, c. 730, §32 (AMD). 1997, c. 373, §69 (AMD). 2013, c. 207, §1 (AMD).

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